



Humboldt County Board of Supervisors
520 E. Street
Eureka, CA 95501

October 24, 2020

Honorable Members of the Board:

Hello—my name is April Price and I'm the founder & CEO of Higher Way Travel. We're a boutique tour operator based on the Central Coast that specializes in custom-curated events and vacation experiences for cannabis enthusiasts. I'm writing to you today to show our support for establishing a destination for cannabis tourism by Season George at Five Sisters' Farm at 325 N US-101 in Piercy.

I have been in the hospitality business since 2004, and have been booking cannabis travel since 2008. In 2016, my husband and I created Higher Way Travel as a way to connect cannabis lovers like ourselves with fun, fulfilling cultural experiences in various 420-friendly destinations. Whether in Jamaica, Barcelona, Amsterdam, Hawaii, Costa Rica, or right here in California, we always strive to make our vacation packages, group trips, and events as intimate, engaging, and enlightening as possible for our customers. Unfortunately, with international leisure travel effectively shut down due to the Covid epidemic, we have been forced to put our adventures abroad on hold indefinitely; but every setback also provides an opportunity, so for the time being we're shifting our focus to building such getaways here in California. Humboldt County's natural beauty and long, proud tradition of sun-grown cannabis farming make it an ideal setting for getaways like our Higher Health Retreat—a cannabis wellness retreat that incorporates activities such as yoga, hiking, essential oil workshops, and farm-to-table organic dining, among others. Five Sisters Farm is exactly the kind of property we look for to partner with on hosting small-scale events such as this.

This year's devastating wildfires, exacerbated by the effects of climate change, are a tragic example of what happens when we as humans try to live and work in defiance of the natural environment rather than in harmony with it. Now more than ever, it's so important for people to re-establish their relationships with the earth. Five Sisters Farm helps facilitate that by offering its guests valuable educational experience in the area of sustainable, regenerative farming—inspiring them to incorporate those practices at home in their own medicinal cannabis and food gardens. But more than that, the Farm provides a sort of spiritual sanctuary—an opportunity to relax the mind, recharge the body, and reconnect with nature.

We would be proud to have our brand associated with Five Sisters Farm and look forward to building a lasting partnership with Ms. George and her team in the years to come. We encourage you to please lend your approval to their noble endeavors.

Sincerely,

April Price
Founder & CEO, Higher Way Travel